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FLOWERS AND FOLIAGE PLANTS

PRODUCTION AND SALES,
1969 AND 1970
INTENTIONS FOR 1971 IN
SELECTED STATES



- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLI
- ROSES
- FOLIAGE PLANTS

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DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of cut flowers, nursery products, bulbs, seeds and bedding, vegetable, flowering, and foliage plants in one year. Only commercial producers growing any of the four cut flowers--carnations, chrysanthemums, gladioli, or roses--potted chrysanthemums or foliage plants are included in this report. All value data, except for foliage plants, are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales, except for foliage plants, in each State are converted to their equivalent wholesale value using the reported average wholesale prices. Foliage plant sales are on a "net sales" basis and are derived in each State by subtracting the cost of plant materials purchased from other growers from the gross value of sales. Sales times average price does not necessarily equal the published wholesale value, since the published average price and percent change for intentions are derived from unrounded totals.

The 1970 flower and foliage plant survey was done cooperatively by the U. S. Department of Agriculture and the Department of Commerce, Bureau of Census. The questionnaire used was designed so that data obtained could be used by both Departments.

This report includes revised estimates for 1969 and preliminary estimates for 1970.

FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1969 and 1970; and Intentions for 1971 in Selected States

Total value at wholesale of four important flowers and foliage plants in the 23 major producing States was \$226 million in 1970, 1 percent below the previous year, according to the Crop Reporting Board. Sales of cut carnations, gladioli, roses, chrysanthemums, and potted chrysanthemums grown in 23 States in 1970 had a wholesale value of \$199 million, while net sales of foliage plants totaled \$27 million.

California continued as the leading producer of carnations, standard chrysanthemums, potted chrysanthemums, and roses. Florida was the leading producer of pompon chrysanthemums, gladioli, and foliage plants. Based on total wholesale value of the four cut flowers and potted chrysanthemums, California ranks first with \$60.4 million, followed by Florida with \$24.6 million and Colorado with \$15.3 million. Based on the net wholesale value of sales for foliage plants, Florida leads with \$15.9 million, followed by California with \$3.7 million and Ohio with \$1.4 million.

Growers with value of sales over \$15,000 of each commodity account for 67 to 99 percent of the total quantity of each commodity sold in 1970, while the percentage of growers in this size group ranges from 10 to 69 percent. Growers with value of sales less than \$5,000 of each commodity account for 1 to 13 percent of total quantity of each commodity sold. The percentage of growers in this size group ranges from 21 to 76 percent. With the exception of miniature carnations, 83 percent or over of all sales are from growers whose value of sales is over \$15,000 for each commodity. For percentage breakdown by size group by commodity see Table 13.

CARNATIONS

Growers plan a 1 percent decrease in the number of carnation plants in production in 1971. Of the 23 States in the survey, 19 intend to have fewer plants in production in 1971. California, the leading producing State, expects to have 4 percent more while Colorado intends to have 1 percent fewer plants producing in 1971. Growers in the third largest producing State, Massachusetts, expect to reduce plantings 5 percent.

In 1970, growers in the 23 States sold 713 million blooms from 61.8 million plants. Number of blooms sold was 3 percent greater than the previous year. California sold 383 million blooms which accounts for over one-half of the 23 State total. Colorado, with nearly one-fourth of the total bloom sales, was second with 163 million blooms. These two States accounted for 76 percent of the total carnations sold in the 23 States. Massachusetts growers sold 33 million blooms and Pennsylvania growers, 31 million, ranking third and fourth, respectively. Total wholesale value of 1970 sales in the 23 States was \$47.8 million. The average price of 6.7 cents per bloom in 1970 was down slightly from the 6.9 cents in the previous year.

Standard carnations accounted for about 87 percent of all carnation plants in the 23 States. Total wholesale value of standard types in 1970 amounted to \$45.2 million. The average price of 7.3 cents per bloom in 1970 was slightly below the previous year average of 7.4 cents per bloom. Growers in the 23 States plan to hold production at the same level in 1971.

Miniature carnations made up about 13 percent of the total carnations in 1970. Value of sales, at \$2.5 million, was up from last year's \$2.1 million. Average price per bunch in 1970 was \$1.00, compared with \$.97 per bunch in 1969. Growers plan to decrease production by 7 percent in 1971.

STANDARD CHRYSANTHEMUMS

Standard chrysanthemum plants in production in the 23 States are expected to remain at the current level for 1971. The greatest gain is expected in Texas where the number of plants is expected to increase from 1.5 million to 1.9 million. This gain is offset by declines in Wisconsin, Minnesota, and Florida. In all, 9 States show an increase and 10 States a decrease. California, the leading producing State, indicates no change.

In 1970, growers in the 23 major States sold 147 million blooms from 130 million plants. The number of blooms sold was 7 percent above 1969. California was first in sales with 81.5 million blooms, or 55 percent of the total, followed by Ohio with 10.1 million blooms; Florida, 9.3 million; and Pennsylvania with 7.0 million. These four States accounted for about 73 percent of the total 1970 sales in 23 States.

POMPON CHRYSANTHEMUMS

Growers in the 23 States indicated a 1 percent decrease in number of pompon plants expected in production for 1971. Fourteen of the 23 States indicated a decrease for 1971.

Sales in 1970 in the 23 States were 1 percent below the previous year and totaled 32.4 million bunches from 129 million plants. Florida continued to lead production with 11.8 million bunches sold or 36 percent of the 23 State total. California was second with 10.0 million bunches (31 percent); and Pennsylvania third with 2.3 million bunches (7 percent). These three States accounted for almost three-fourths of total sales in 1970. Of the 32.4 million bunches sold, 91 percent were sold at wholesale.

The value of sales for 23 States was \$26.7 million, down 2 percent from 1969. The average price per bunch decreased from 83 cents in 1969 to 82 cents in 1970.

GLADIOLI

Gladioli growers in the 23 States intend to plant about 5 percent less acreage in 1971. Increases are expected in 3 of the producing States. Declines are expected in 17 States.

In 1970, growers sold 23.4 million dozen spikes from 11,595 acres compared with 27.2 million dozen spikes sold from 13,129 acres a year earlier. Florida was the leading producer with 7,192 acres and 13.9 million dozen spikes sold. Production in Florida dropped 20 percent from 1969 but this State still accounted for 59 percent of the 23 State total. California was second with 3.1 million dozen spikes, followed by North Carolina with 2.1 million dozen, and New Jersey with 2.1 million dozen sold. Wholesale sales made up 98 percent of total sales, 1 percent less than the previous year. The total value at wholesale in 1970 was \$18.7 million for the 23 States, and the average price per dozen spikes was 80 cents. A year earlier, the wholesale value of sales was \$21.3 million at an average price per dozen of 79 cents.

ROSES

Rose growers in 23 States plan to grow about the same number of plants in 1971 as in 1970. Although the 23 State total is unchanged, growers in ten States plan increases while 7 States indicated decreases and 6 States indicated no change.

In 1970, there were 438.3 million blooms sold in the 23 States, 3 percent more than in 1969. California growers sold 156.7 million blooms, 36 percent of the 23 State total. Pennsylvania was second with 42.0 million blooms. Illinois ranked third with 29.9 million and New York fourth with 28.3 million.

The value of sales for roses in 1970 was \$54.0 million, about the same as a year earlier. The average price in 1970 of 12.3 cents per bloom compared with 12.6 cents the previous year.

In 1971, growers plan a 1 percent increase in hybrid tea rose plants and 3 percent decrease in miniature or sweetheart rose plants.

Hybrid tea roses accounted for 80 percent of all rose plants and 78 percent of the total value of sales of all roses in 1970. The average price for hybrid tea roses was 13.6 cents per bloom and for miniatures was 9.2 cents per bloom.

POTTED CHRYSANTHEMUMS

Growers of potted chrysanthemums intend to increase the number of pots in production by 2 percent in 1971. Seventeen States expect to increase the number of pots, with largest gains expected in Minnesota, Iowa, Colorado, and California.

In 1970, 16.2 million pots were sold, 13 percent greater than during 1969. Total wholesale value of sales in 1970 was \$24.6 million, up from \$21.9 million a year earlier. Average wholesale price per pot, at \$1.52, compared with \$1.54 the previous year. California was the leading producer with 3.1 million potted chrysanthemums sold, followed by Florida, Texas and Ohio.

FOLIAGE PLANTS

Foliage plant growers in 23 States had 31.2 million square feet in production in 1970, down 1 percent from 1969. Florida was the leading producer of foliage plants with 25.6 million square feet in production or 82 percent of the total for the 23 States. California was second with 1.9 million square feet and Texas third with 1.5 million. These 3 States accounted for 93 percent of the total area in foliage plant production and 74 percent of the total net value of sales. Intended area in production for the 23 States in 1971 is expected to be about 1 percent more than in 1970.

The net value of sales totaled \$27.1 million--down 7 percent from a year earlier.

Table 1. Carnations, Chrysanthemums, Gladioli, Roses, and Foliage Plants:
Gross wholesale value of sales, 1969 and 1970, in selected States

State	Gross wholesale value of sales 1/														Foliage plants 2/	
	Carnations		Chrysanthemums				Gladioli		Roses		Total (4 flowers)					
	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970
	1,000 dollars															
Massachusetts	2,778	2,316	1,044	871	771	814	483	545	75	68	2,981	3,227	8,132	7,841	949	529
Connecticut	883	779	415	458	517	602	506	522	6	8	2,775	2,733	5,102	5,102	151	100
New York:																
Upstate	375	390	842	815	776	932	606	781	241	104	2,816	2,350	5,656	5,372	363	224
Long Island	655	605	587	460	540	613	241	352	3/	13	1,946	1,998	3,969	4,041	876	491
New Jersey	900	1,014	599	492	521	492	453	512	1,183	1,250	1,604	1,736	5,260	5,496	529	384
Pennsylvania	3,064	2,782	1,734	1,824	1,701	1,910	992	1,059	99	97	6,726	6,848	14,316	14,520	899	1,121
Ohio	1,578	1,424	2,394	2,610	1,443	1,451	1,656	1,889	124	105	2,089	1,897	8,984	9,376	1,853	1,431
Indiana	400	320	1,161	1,165	417	409	626	567	117	96	4,760	4,719	7,481	7,276	*	*
Illinois	660	461	1,045	938	829	727	1,202	1,265	580	538	3,666	3,779	7,982	7,708	294	412
Michigan	169	196	338	335	314	322	1,184	1,074	396	345	1,985	2,137	4,386	4,409	629	683
Wisconsin	353	204	419	310	398	266	765	655	*	20	687	436	2,622	1,891	135	68
Minnesota	190	169	261	230	476	505	597	715	39	39	1,054	1,121	2,617	2,779	175	179
Iowa	117	173	203	133	210	144	776	855	51	71	357	350	1,714	1,726	35	42
Missouri	421	385	892	745	356	260	739	886	*	6	549	599	2,957	2,881	105	42
Delaware	24	4/	20	17	32	37	21	21	4/	4/	5/	5/	97	75	4/	4/
Maryland	298	260	573	563	295	289	405	413	124	124	295	271	1,990	1,920	418	435
North Carolina	1,064	960	1,254	1,312	815	860	1,410	1,391	1,629	1,331	391	432	6,563	6,286	40	38
Florida	*	*	1,888	1,863	9,977	8,706	1,977	2,454	13,129	11,277	372	284	27,343	24,584	15,497	15,938
Tennessee	*	190	487	452	20	19	602	668	5/	5/	428	*	1,537	1,329	52	125
Texas	7	*	247	341	47	71	2,130	2,192	*	*	8	*	2,439	2,604	1,478	537
Colorado	12,546	12,851	179	136	215	198	371	411	39	*	1,230	1,733	14,580	15,329	*	*
Washington	50	34	209	191	282	268	750	662	50	38	969	1,030	2,310	2,223	348	163
Oregon	107	129	60	74	140	155	498	585	36	*	1,658	1,731	2,499	2,674	152	98
California	20,566	21,895	9,962	10,590	6,403	6,601	2,948	4,124	3,387	3,111	14,512	14,113	57,778	60,434	3,675	3,657
Unallocated	491	213							38	84		443	529	740	505	376
23 States	47,696	47,750	26,813	26,925	27,195	26,651	21,938	24,598	21,343	18,725	53,858	53,967	198,843	198,616	29,158	27,073

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

2/ Net value of sales.

3/ Long Island, New York, combined with Upstate, New York to avoid disclosure of individual operations.

4/ Delaware combined with Maryland to avoid disclosure of individual operations.

5/ Production negligible.

Table 2. Carnations, All: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Blooms sold 1/		Percent of sales at		Wholesale price		Value of sales at	
	1969	1970	1969	1970	Intended 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent	1,000 blooms		Percent		Cents		1,000 dollars	
Massachusetts	107	93	4,080	3,646	3,463	95	37,416	32,687	92	96	7.4	7.1	2,778	2,316
Connecticut	67	62	771	822	779	95	10,880	11,019	80	86	8.1	7.1	883	779
New York:														
Upstate	125	121	472	431	380	88	5,712	5,348	58	62	6.6	7.3	375	390
Long Island	50	46	994	909	824	91	10,200	10,287	92	85	6.4	5.9	655	605
New Jersey	102	98	1,167	1,124	1,075	96	10,600	11,629	80	70	8.5	8.7	900	1,014
Pennsylvania	241	218	3,917	3,638	3,409	94	35,584	31,322	89	83	8.6	8.9	3,064	2,782
Ohio	194	170	1,744	1,723	1,729	100	15,774	16,431	74	75	10.0	8.7	1,578	1,424
Indiana	66	57	431	504	513	102	3,275	2,782	78	77	12.2	11.5	400	320
Illinois	78	72	825	729	622	85	8,301	6,235	89	82	8.0	7.4	660	461
Michigan	62	50	188	191	177	93	1,501	1,706	50	60	11.3	11.5	169	196
Wisconsin	82	73	352	412	376	91	2,831	2,206	88	63	12.5	9.2	353	204
Minnesota	46	49	171	160	133	83	1,644	1,356	61	51	11.6	12.5	190	169
Iowa	40	34	96	118	107	91	889	1,217	28	11	13.2	14.2	117	173
Missouri	47	42	818	706	632	90	4,384	3,932	79	84	9.6	9.7	421	385
Delaware 3/	6		26				297		5		8.1		24	
Maryland 3/	28	30	469	451	320	71	2,990	2,985	69	67	10.0	8.7	298	260
North Carolina	27	26	917	975	888	91	9,908	9,443	96	94	10.7	10.2	1,064	960
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	*	9	*	362	280	77	*	2,502	*	86	*	7.6	*	190
Texas	4	*	4	*	*	*	46	*	21	*	15.2	*	7	*
Colorado	158	168	12,172	13,464	13,325	99	145,240	162,766	99	99	8.6	7.9	12,546	12,851
Washington	20	20	58	69	56	81	500	346	84	46	10.0	10.1	50	34
Oregon	14	12	170	168	175	104	1,139	1,111	67	63	9.4	11.6	107	129
California	285	295	29,865	30,656	31,920	104	372,762	382,723	100	100	5.5	5.7	20,566	21,895
Unallocated	12	4	1,066	534	284	53	11,333	13,292	98	100	4.3	1.6	491	213
23 States	1,861	1,749	60,773	61,792	61,467	99	693,206	713,325	96	96	6.9	6.7	47,696	47,750

* Unallocated to avoid disclosure of individual operations

1/ Miniature carnation bunch converted to 37 blooms for combining with standard carnations.

2/ Equivalent wholesale value of all sales.

3/ Delaware combined with Maryland in 1970 to avoid disclosure of individual operations



Table 3. Carnations, Standard: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent	1,000 blooms		Percent		Cents		1,000 dollars	
Massachusetts	102	90	3,826	3,337	3,121	94	29,387	23,289	92	96	8.6	8.7	2,527	2,026
Connecticut	61	57	612	616	628	102	5,478	5,173	70	80	12.4	10.6	679	548
New York:														
Upstate	114	115	426	381	336	88	3,529	3,239	60	64	9.0	10.4	318	337
Long Island	46	41	899	827	742	90	7,277	7,438	91	83	7.9	7.1	575	528
New Jersey	95	95	1,048	989	942	95	7,899	8,447	77	67	10.2	10.7	806	904
Pennsylvania	239	216	3,728	3,519	3,291	94	30,034	26,105	89	89	9.6	9.9	2,883	2,584
Ohio	192	169	1,702	1,678	1,684	100	14,368	14,507	73	75	10.5	9.3	1,509	1,349
Indiana	*	57	*	500	508	102	*	2,708	*	77	*	11.7	*	317
Illinois	73	71	793	710	607	86	7,191	5,717	88	82	8.6	7.6	618	434
Michigan	56	48	184	187	173	93	1,390	1,595	53	63	11.8	11.9	164	190
Wisconsin	82	73	350	410	374	91	2,757	2,058	89	68	12.7	9.6	350	198
Minnesota	*	48	*	155	127	82	*	1,171	*	53	*	13.5	*	158
Iowa	*	34	*	117	105	90	*	1,143	*	12	*	14.9	*	170
Missouri	46	*	799	*	*	*	4,125	*	80	*	9.9	*	408	*
Delaware 2/	6		25				260		5		9.0		23	
Maryland 2/	27	30	457	438	310	71	2,657	2,615	68	66	10.8	9.4	287	247
North Carolina	27	*	904	*	*	*	9,686	*	96	*	10.9	*	1,056	*
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	9	9	360	362	280	77	2,571	2,502	90	86	8.1	7.6	208	190
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	158	168	11,962	13,140	12,974	99	137,914	152,221	99	99	8.9	8.2	12,274	12,482
Washington	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	280	294	29,118	29,700	30,919	104	338,648	344,539	100	100	5.9	6.1	19,980	21,017
Unallocated	191	102	1,222	1,978	1,802	91	8,300	14,915	71	89	11.3	10.3	942	1,537
23 States	1,804	1,717	58,415	59,044	58,923	100	613,471	619,382	96	96	7.4	7.3	45,607	45,216

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

2/ Delaware combined with Maryland in 1970 to avoid disclosure of individual operations.



Table 4. Carnations, Miniature: Number of producers, plants in production, sales, price, wholesale, value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971 as percent of 1970		1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants		Percent		1,000 bunches		Percent		Dollars		1,000 dollars	
Massachusetts	42	42	254	309	342	110	217	254	92	95	1.15	1.14	251	290
Connecticut	29	34	159	206	151	73	146	158	90	91	1.40	1.46	204	231
New York:														
Upstate	40	44	46	50	44	89	59	57	55	59	.96	.93	57	53
Long Island	12	15	95	82	82	100	79	77	95	91	1.02	1.01	80	77
New Jersey	34	36	119	135	133	99	73	86	87	77	1.28	1.27	94	110
Pennsylvania	50	56	189	119	118	99	150	141	91	53	1.20	1.40	181	198
Ohio	26	25	42	45	45	101	38	52	84	76	1.84	1.45	69	75
Indiana	*	6	*	4	5	126	*	2	*	75	*	1.42	*	3
Illinois	19	15	32	19	15	80	30	14	95	77	1.40	1.93	42	27
Michigan	16	10	4	4	4	101	3	3	16	12	1.75	1.75	5	6
Wisconsin	9	11	2	2	2	111	2	4	50		1.40	1.50	3	6
Minnesota	*	15	*	5	6	137	*	5	*	40	*	2.00	*	11
Iowa	*	6	*	1	2	114	*	2	*		*	1.50	*	3
Missouri	4	*	19	*	*	*	7	*	69	*	1.94	*	13	*
Delaware 2/														
Maryland 2/	9	8	13	13	10	77	10	10	68	73	1.30	1.28	12	13
North Carolina	5	*	13	*	*	*	6	*	84	*	1.35	*	8	*
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	*	3/	*	3/	3/	3/	*	3/	*	3/	*	3/	*	3/
Texas 3/														
Colorado	31	39	210	324	351	108	198	285	96	97	1.38	1.30	272	369
Washington	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	44	68	747	956	1,001	105	922	1,032	100	100	.64	.85	586	878
Unallocated	20	13	414	474	233	49	215	357	99	99	.99	.52	212	184
23 States	390	443	2,358	2,748	2,544	93	2,155	2,539	95	93	.97	1.00	2,089	2,534

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.

3/ Production negligible.



Table 5. Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended, 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent	1,000 blooms		Percent		Cents		1,000 dollars	
Massachusetts	143	117	3,761	2,702	2,605	96	3,689	4,127	86	95	28.3	21.1	1,044	871
Connecticut	79	70	1,323	1,446	1,464	101	1,484	1,389	79	87	28.0	33.0	415	458
New York:														
Upstate	226	209	2,693	2,576	2,619	102	3,040	3,135	74	74	27.7	26.0	842	815
Long Island	66	65	1,687	1,264	1,251	99	2,425	1,817	91	82	24.2	25.3	587	460
New Jersey	139	126	1,585	1,475	1,426	97	2,322	2,078	76	83	25.8	23.7	599	492
Pennsylvania	312	280	5,654	6,116	5,958	97	6,619	6,987	75	78	26.2	26.1	1,734	1,824
Ohio	290	256	8,982	9,177	9,226	101	9,386	10,118	85	79	25.5	25.8	2,394	2,610
Indiana	123	113	3,509	3,444	3,539	103	3,446	3,228	85	89	33.7	36.1	1,161	1,165
Illinois	129	114	3,875	3,410	3,396	100	3,786	3,361	94	82	27.6	27.9	1,045	938
Michigan	98	83	1,058	975	985	101	1,087	1,144	76	70	31.1	29.3	338	335
Wisconsin	122	108	1,047	1,037	935	90	1,147	1,177	77	69	36.5	26.3	419	310
Minnesota	91	91	987	752	647	86	981	806	56	57	26.6	28.5	261	230
Iowa	70	59	622	594	581	98	679	521	70	61	29.9	25.5	203	133
Missouri	77	63	3,658	3,209	3,181	99	3,405	3,055	91	86	26.2	24.4	892	745
Delaware	8	7	61	61	61	100	69	67	5		29.0	25.0	20	17
Maryland	50	47	1,811	1,902	1,925	101	1,964	2,109	82	78	29.2	26.7	573	563
North Carolina	53	54	3,771	4,445	4,919	111	5,700	6,130	93	95	22.0	21.4	1,254	1,312
Florida	34	32	10,333	8,841	8,253	93	10,042	9,270	100	99	18.8	20.1	1,888	1,863
Tennessee	17	19	1,870	1,866	2,076	111	2,214	2,091	91	95	22.0	21.6	487	452
Texas	33	21	1,026	1,529	1,853	121	962	1,490	85	99	25.7	22.9	247	341
Colorado	25	23	650	422	392	93	749	502	74	66	23.9	27.0	179	136
Washington	57	58	562	592	578	98	680	676	97	86	30.7	28.2	209	191
Oregon	24	22	219	223	222	100	248	257	82	85	24.2	28.8	60	74
California	191	206	56,955	72,160	72,282	100	70,654	81,465	100	100	14.1	13.0	9,962	10,590
23 States	2,457	2,243	117,699	130,218	130,374	100	136,778	147,000	93	94	19.6	18.3	26,813	26,925

1/ Equivalent wholesale value of all sales.

Table 6. Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Indicated 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent	1,000 bunches		Percent		Dollars		1,000 dollars	
Massachusetts	186	170	2,292	2,388	2,283	96	560	642	72	71	1.38	1.27	771	814
Connecticut	94	85	1,573	1,754	1,770	101	363	451	73	65	1.42	1.34	517	602
New York:														
Upstate	237	218	2,475	2,125	2,076	98	725	849	60	49	1.07	1.10	776	932
Long Island	77	74	1,503	1,643	1,575	96	519	612	81	71	1.04	1.00	540	613
New Jersey	140	135	1,363	1,436	1,430	100	499	492	70	75	1.04	1.00	521	492
Pennsylvania	299	259	5,766	6,125	6,136	100	2,045	2,301	86	81	.83	.83	1,701	1,910
Ohio	276	248	3,860	2,524	2,418	96	1,010	1,210	78	59	1.13	1.20	1,143	1,451
Indiana	112	99	1,080	1,060	1,061	100	320	317	81	72	1.30	1.29	417	409
Illinois	124	115	2,899	3,024	2,975	98	625	636	86	75	1.33	1.14	829	727
Michigan	104	91	951	898	884	98	310	309	59	65	1.01	1.04	314	322
Wisconsin	130	117	1,066	1,031	993	96	240	225	80	52	1.66	1.19	398	266
Minnesota	92	94	1,054	987	980	99	413	431	47	53	1.15	1.17	476	505
Iowa	74	65	498	480	475	99	138	118	60	43	1.52	1.22	210	144
Missouri	58	49	972	823	805	98	322	278	86	91	1.11	.94	356	260
Delaware	9	7	63	83	82	100	27	31	5		1.19	1.20	32	37
Maryland	49	46	772	739	691	93	247	243	72	69	1.19	1.19	295	289
North Carolina	41	39	3,026	2,953	3,000	102	929	925	97	98	.88	.93	815	860
Florida	51	48	75,741	63,454	62,150	98	13,447	11,829	99	100	.74	.74	9,977	8,706
Tennessee	10	12	63	65	61	93	18	18	71	46	1.11	1.03	20	19
Texas	16	13	183	355	133	37	31	73	90	100	1.49	.97	47	71
Colorado	23	23	1,023	689	736	107	185	157	79	66	1.17	1.26	215	198
Washington	63	64	933	1,700	808	48	224	214	96	89	1.26	1.25	282	268
Oregon	31	32	435	507	504	100	135	114	79	81	1.04	1.35	140	155
California	201	246	28,930	32,039	33,733	105	9,571	9,956	100	100	.67	.66	6,403	6,601
23 States	2,497	2,349	138,521	128,882	127,759	99	32,903	32,431	93	91	.83	.82	27,195	26,651

1/ Equivalent wholesale value for all sales.

Table 7. Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1969 and 1970, and indicated acres in production, 1971, in selected States

State	Producers		Acres in production				Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971 as percent of 1970		1969	1970	1969	1970	1969	1970	1969	1970
	Number		Acres		Percent		1,000 dozen		Percent		Dollars		1,000 dollars	
Massachusetts	18	17	55	67	64	96	66	64	96	92	1.14	1.05	75	68
Connecticut	9	6	11	3	4	116	7	7	88	84	.92	1.12	6	8
New York:														
Upstate 2/	51	38	111	45	31	69	267	106	91	87	.90	.98	241	104
Long Island 2/		8		20	20	100		13		98		1.04		13
New Jersey	34	36	663	747	601	81	1,546	2,070	99	94	.76	.60	1,183	1,250
Pennsylvania	40	37	68	57	65	114	110	99	91	75	.90	.98	999	97
Ohio	27	25	96	101	95	94	128	94	94	92	.96	1.13	124	105
Indiana	15	12	157	133	110	83	150	146	95	74	.78	.66	117	96
Illinois	33	28	866	754	759	101	1,008	872	100	100	.58	.62	580	538
Michigan	26	22	376	355	342	96	487	460	97	98	.81	.75	396	345
Wisconsin	*	10	*	9	9	90	*	36	*	64	*	.57	*	20
Minnesota	14	18	89	87	81	93	60	62	80	78	.66	.63	39	39
Iowa	8	10	50	47	45	95	38	47	97	95	1.35	1.52	51	71
Missouri	*	4	*	1	1	92	*	8	*	37	*	.84	*	6
Delaware 3/														
Maryland 3/	11	8	42	41	41	100	146	139	86	88	.85	.89	124	124
North Carolina	26	19	762	757	502	66	2,092	2,093	99	99	.78	.64	1,629	1,331
Florida	26	23	8,473	7,192	7,126	99	17,366	13,854	99	99	.76	.81	13,129	11,277
Tennessee 4/														
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	4	*	16	*	*	*	35	*	100	*	1.11	*	39	*
Washington	10	10	115	31	26	82	37	18	98	40	1.35	2.16	50	38
Oregon	10	*	41	*	*	*	28	*	95	*	1.29	*	36	*
California	20	22	1,101	1,094	1,049	96	3,566	3,104	100	100	.95	1.00	3,387	3,111
Unallocated	16	13	37	54	46	85	33	68	97	100	1.15	1.24	38	84
23 States	398	366	13,129	11,595	11,017	95	27,170	23,360	99	98	.79	.80	21,343	18,725

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Long Island, New York combined with Upstate, New York in 1969 to avoid disclosure of individual operations.

3/ Delaware combined with Maryland to avoid disclosure of individual operations.

4/ Production negligible.

Table 8. Roses, All: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent	1,000 blooms		Percent		Cents		1,000 dollars	
Massachusetts	16	15	916	934	959	103	23,308	26,346	98	99	12.8	12.2	2,981	3,227
Connecticut	11	12	850	876	721	82	21,145	22,368	100	96	13.1	12.2	2,775	2,733
New York:														
Upstate	15	18	761	619	617	100	16,568	14,107	92	92	17.0	16.7	2,816	2,350
Long Island	14	14	566	563	577	102	14,746	14,217	100	100	13.2	14.1	1,946	1,998
New Jersey	16	17	513	534	536	100	12,743	13,160	98	94	12.6	13.2	1,604	1,736
Pennsylvania	40	35	1,785	1,790	1,702	95	45,060	41,996	98	98	14.9	16.3	6,726	6,848
Ohio	23	22	650	620	635	102	11,485	13,373	94	93	18.2	14.2	2,089	1,897
Indiana	21	20	1,261	1,222	1,224	100	27,325	28,132	96	96	17.4	16.8	4,760	4,719
Illinois	20	21	1,307	1,422	1,431	101	28,187	29,851	94	93	13.0	12.7	3,666	3,779
Michigan	22	22	563	619	619	100	10,904	11,178	95	96	18.2	19.1	1,985	2,137
Wisconsin	14	13	177	118	128	108	3,899	2,528	99	96	17.6	17.2	687	436
Minnesota	22	28	342	381	370	97	7,522	8,031	80	81	14.0	14.0	1,054	1,121
Iowa	8	10	152	144	168	117	2,611	2,744	75	91	13.7	12.8	357	350
Missouri	8	9	184	169	166	98	3,280	3,484	100	99	16.7	17.1	549	599
Delaware 2/														
Maryland	9	8	84	85	75	88	2,157	2,178	95	90	13.7	12.4	295	271
North Carolina	13	11	114	126	136	108	2,703	3,028	83	85	14.5	14.3	391	432
Florida	8	6	115	99	94	95	3,364	2,519	92	87	11.1	11.2	372	284
Tennessee	6	*	194	*	*	*	2,678	*	91	*	16.0	*	428	*
Texas	10	*	12	*	*	*	288	*	67	*	2.8	*	8	*
Colorado	18	20	372	726	879	121	9,231	15,134	98	99	13.3	11.5	1,230	1,733
Washington	9	10	302	328	327	100	6,976	7,518	99	100	13.9	13.7	969	1,030
Oregon	4	4	428	566	570	101	15,049	16,862	90	70	11.0	10.3	1,658	1,731
California	57	60	6,337	6,674	6,741	101	156,169	156,699	100	99	9.3	9.0	14,512	14,113
Unallocated		8		244	236	97		2,822		89		15.7		443
23 States	384	383	17,985	18,866	18,911	100	427,398	438,275	97	96	12.6	12.3	53,858	53,967

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.



Table 9. Roses, Hybrid Tea: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production					Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971	1971 as percent of 1970		1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent		1,000 blooms		Percent		Cents		1,000 dollars	
Massachusetts	16	15	715	706	722	102		15,210	17,161	98	98	14.7	14.2	2,236	2,437
Connecticut	*	*	*	*	*	*		*	*	*	*	*	*	*	*
New York:															
Upstate	13	17	615	495	494	100		12,212	9,697	90	91	18.6	18.5	2,272	1,794
Long Island	12	14	426	444	458	103		8,719	9,226	100	100	15.4	16.9	1,343	1,559
New Jersey	15	16	401	422	422	100		9,104	9,679	99	93	13.7	14.2	1,247	1,374
Pennsylvania	36	33	1,413	1,408	1,349	96		32,062	28,468	97	98	16.6	18.4	5,322	5,238
Ohio	22	22	558	525	538	102		9,203	10,443	94	94	19.7	14.6	1,813	1,525
Indiana	19	20	1,085	1,013	1,019	101		20,702	18,369	95	95	18.8	19.9	3,892	3,655
Illinois	20	21	1,026	1,032	1,041	101		19,933	18,694	96	94	14.5	15.2	2,890	2,842
Michigan	20	20	454	459	459	100		7,793	7,613	96	96	20.4	21.1	1,590	1,606
Wisconsin	13	13	132	92	102	111		2,473	1,457	98	93	20.4	20.1	504	292
Minnesota	22	23	260	266	257	96		5,032	4,845	76	78	16.1	17.1	810	828
Iowa	*	*	*	*	*	*		*	*	*	*	*	*	*	*
Missouri	8	9	148	136	132	97		2,228	2,379	100	98	18.8	18.7	419	445
Delaware 2/															
Maryland	8	8	68	69	62	89		1,498	1,534	94	88	15.5	13.4	232	206
North Carolina	13	11	96	107	112	104		2,107	2,403	80	85	16.5	15.9	348	382
Florida	*	*	*	*	*	*		*	*	*	*	*	*	*	*
Tennessee	*	5	*	198	199	100		*	2,649	*	90	*	16.3	*	432
Texas	*	*	*	*	*	*		*	*	*	*	*	*	*	*
Colorado	16	18	284	556	683	123		6,064	10,312	98	99	15.1	12.6	916	1,299
Washington	9	9	226	234	234	100		4,428	4,068	99	100	15.9	18.7	704	761
Oregon	*	*	*	*	*	*		*	*	*	*	*	*	*	*
California	57	60	5,671	5,730	5,839	102		131,405	123,102	100	99	9.8	9.8	12,878	12,064
Unallocated	41	32	1,312	1,168	1,093	94		27,036	26,264	93	85	14.5	12.3	3,933	3,233
23 States	360	366	14,890	15,060	15,215	101		317,209	308,363	97	96	13.7	13.6	43,349	41,972

* Unallocated to avoid disclosing individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 10. Roses, Miniature or Sweetheart: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated plants in production, 1971, in selected States

State	Producers		Plants in production				Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 plants			Percent	1,000 blooms		Percent		Cents		1,000 dollars	
Massachusetts	12	12	201	228	237	104	8,098	9,185	98	100	9.2	8.6	745	790
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*
New York:														
Upstate	12	13	146	124	123	99	4,356	4,410	99	94	12.5	12.6	544	556
Long Island	12	12	140	119	119	100	6,027	4,991	100	99	10.0	8.8	603	439
New Jersey	13	14	112	112	114	102	3,639	3,481	96	96	9.8	10.4	357	362
Pennsylvania	29	30	372	382	353	92	12,998	13,528	99	99	10.8	11.9	1,404	1,610
Ohio	13	12	92	95	97	102	2,282	2,930	94	91	12.1	12.7	276	372
Indiana	14	13	176	216	205	95	6,623	9,763	98	98	13.1	10.9	868	1,064
Illinois	14	15	281	390	390	100	8,254	11,157	89	92	9.4	8.4	776	937
Michigan	15	16	109	160	160	100	3,111	3,565	94	95	12.7	14.9	395	531
Wisconsin	7	8	45	26	26	100	1,426	1,071	100	99	12.8	13.4	183	144
Minnesota	18	22	82	115	113	99	2,490	3,186	87	86	9.8	9.2	244	293
Iowa	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Missouri	5	5	36	33	34	103	1,052	1,105	100	100	12.4	13.9	130	154
Delaware 2/														
Maryland	6	6	16	16	13	83	659	644	97	95	9.6	10.1	63	65
North Carolina	5	6	18	19	24	125	596	625	92	86	7.2	8.0	43	50
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Texas	*	2/	*	2/	2/	2/	*	2/	*	2/	*	2/	*	2/
Colorado	12	17	88	170	196	115	3,167	4,822	99	99	9.9	9.0	314	434
Washington	7	7	76	94	93	100	2,548	3,450	100	100	10.4	7.8	265	269
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	38	48	666	944	902	95	24,764	33,597	100	99	6.6	6.1	1,634	2,049
Unallocated	26	27	439	563	497	88	18,099	18,402	95	86	9.2	10.2	1,665	1,876
23 States	258	283	3,095	3,806	3,696	97	110,189	129,912	97	96	9.5	9.2	10,509	11,995

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.



Table 11. Potted Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1969 and 1970, and indicated pots in production, 1971, in selected States

State	Producers		Pots in production				Pots sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1969	1970	1969	1970	Intended 1971	1971 as percent of 1970	1969	1970	1969	1970	1969	1970	1969	1970
	Number		1,000 pots			Percent	1,000 pots		Percent		Dollars		1,000 dollars	
Massachusetts	69	80	307	345	316	92	301	332	88	87	1.60	1.64	483	545
Connecticut	42	42	289	276	281	102	278	270	97	97	1.82	1.93	506	522
New York:														
Upstate	158	165	415	434	434	100	395	495	89	78	1.53	1.58	606	781
Long Island	25	33	126	180	181	100	123	180	94	95	1.96	1.96	241	352
New Jersey	67	83	256	287	290	101	249	284	95	83	1.82	1.80	453	512
Pennsylvania	199	193	631	650	644	99	615	640	88	85	1.61	1.65	992	1,059
Ohio	180	198	1,149	1,485	1,369	92	1,042	1,426	91	89	1.59	1.33	1,656	1,889
Indiana	46	45	336	269	279	104	316	265	92	88	1.98	2.14	626	567
Illinois	61	81	687	684	692	101	655	679	97	92	1.84	1.86	1,202	1,265
Michigan	93	94	714	652	702	108	686	650	88	84	1.73	1.65	1,184	1,074
Wisconsin	87	83	501	435	452	104	485	446	92	75	1.58	1.47	765	655
Minnesota	71	78	370	438	488	111	339	416	69	68	1.76	1.72	597	715
Iowa	52	58	431	452	512	113	410	442	92	89	1.89	1.93	776	855
Missouri	43	44	475	708	667	94	458	610	95	86	1.61	1.45	739	886
Delaware	6	5	15	15	16	102	14	15	70	73	1.50	1.38	21	21
Maryland	30	30	252	257	262	102	242	256	94	93	1.67	1.61	405	413
North Carolina	31	33	796	830	638	77	723	805	98	99	1.95	1.73	1,410	1,391
Florida	13	14	1,847	2,521	2,535	101	1,697	2,040	100	100	1.16	1.20	1,977	2,454
Tennessee	20	21	376	351	364	104	346	345	98	97	1.74	1.94	602	668
Texas	62	52	1,573	1,444	1,488	103	1,513	1,447	96	98	1.41	1.52	2,130	2,192
Colorado	18	24	240	250	314	125	218	246	91	91	1.70	1.67	371	411
Washington	36	41	483	415	420	101	453	409	98	98	1.66	1.62	750	662
Oregon	18	14	385	433	437	101	363	402	76	99	1.37	1.46	498	585
California	28	32	2,466	3,128	3,460	111	2,339	3,064	100	99	1.26	1.35	2,948	4,124
23 States	1,455	1,543	15,120	16,939	17,241	102	14,260	16,164	94	93	1.54	1.52	21,938	24,598

1/ Equivalent wholesale value of all sales.

Table 12. Foliage Plants for Indoor or Patio Use: Number of producers, square feet in production, net value of sales, 1969 and 1970, and indicated area in production, 1971, in selected States

State	Producers		Square feet in production				Net value of sales 1/		Percent of sales at wholesale	
	1969	1970	1969	1970	Intended 1971	1971 percent of 1970	1969	1970	1969	1970
	Number		1,000 sq. ft.			Percent	1,000 dollars		Percent	
Massachusetts	29	22	158	121	113	93	949	529	69	99
Connecticut	24	16	65	73	73	100	151	100	70	86
New York:										
Upstate	62	78	142	111	110	100	363	224	78	84
Long Island	25	19	358	247	237	96	876	491	96	94
New Jersey	35	40	197	150	172	114	529	384	95	93
Pennsylvania	62	57	304	308	309	100	899	1,121	84	93
Ohio	68	90	288	426	435	102	1,853	1,431	96	97
Indiana	*		*	*	*	*	*	*	*	*
Illinois	18	32	58	48	48	100	294	412	79	75
Michigan	26	33	157	172	172	100	629	683	93	90
Wisconsin	34	34	48	30	30	100	135	68	92	62
Minnesota	34	52	57	41	38	94	175	179	44	21
Iowa	19	25	12	9	9	100	35	42	57	68
Missouri	34	26	83	34	34	100	105	42	48	48
Delaware 2/										
Maryland 2/	19	16	88	67	67	100	418	435	82	83
North Carolina	10	23	14	15	6	42	40	38	23	42
Florida	140	134	25,874	25,630	25,949	101	15,497	15,938	99	100
Tennessee	10	15	17	30	31	104	52	125	100	93
Texas	106	78	1,419	1,473	1,585	108	1,478	537	87	95
Colorado	*	*	*	*	*	*	*	*	*	*
Washington	33	29	154	131	116	89	348	163	74	96
Oregon	12	7	55	80	80	100	152	98	99	100
California	58	63	1,836	1,892	1,924	102	3,675	3,657	85	98
Unallocated	32	38	94	80	79	99	505	376	96	95
23 States	890	927	31,478	31,168	31,617	101	29,158	27,073	93	97

* Unallocated to avoid disclosing individual operations.

1/ Gross value of sales less cost of plant material purchased from other growers for growing on.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.

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Table 13. Number of Producers and Quantity Sold by Value of Sales by Size Groups
for Selected Flowers and Foliage Plants, 23 State Totals, 1969 and 1970

Commodity and Year	Value of Sales- Under \$5,000 1/		Value of Sales- \$5,000-\$15,000 1/		Value of Sales- Over \$15,000 1/		Total Number of Producers		Total Quantity Sold	
	Producers	Quantity Sold	Producers	Quantity Sold	Producers	Quantity Sold	Producers	Number	Percent	Quantity
	Percent	Percent	Percent	Percent	Percent	Percent	Percent			
Standard Carnation										1,000 blooms
1969	45	2	19	4	36	94	100	1,804	100	613,471
1970	44	1	20	4	36	95	100	1,717	100	619,382
Miniature Carnation										1,000 bunches
1969	76	13	15	19	9	68	100	390	100	2,155
1970	76	13	14	20	10	67	100	443	100	2,539
Standard Chrysanthemums										1,000 blooms
1969	65	6	17	8	18	86	100	2,457	100	136,778
1970	64	4	17	8	19	88	100	2,243	100	147,000
Pompon Chrysanthemums										1,000 bunches
1969	70	7	17	8	13	85	100	2,497	100	32,903
1970	67	7	19	10	14	83	100	2,349	100	32,431
Gladioli										1,000 doz. spikes
1969	64	1	12	2	24	97	100	398	100	27,170
1970	62	1	13	2	25	97	100	366	100	23,360
Hybrid Tea Roses										1,000 blooms
1969	21	2/	11	1	68	99	100	360	100	317,209
1970	21	2/	10	1	69	99	100	366	100	308,363
Miniature Roses										1,000 blooms
1969	27	1	19	5	54	94	100	258	100	110,189
1970	27	1	18	4	55	95	100	283	100	129,912
Potted Chrysanthemums										1,000 pots
1969	60	4	20	8	20	88	100	1,455	100	14,260
1970	60	4	20	8	20	88	100	1,543	100	16,164
Foliage Plants		Sq. ft. in production		Sq. ft. in production		Sq. ft. in production				Sq. ft. in production
1969	54	Percent	16	Percent	30	Percent	100	890	Percent	1,000 sq. ft.
1970	62	Percent	12	Percent	26	Percent	100	927	Percent	1,000 sq. ft.

1/ Grower's gross value of sales for each commodity.

2/ Less than 0.5 percent.

